

Winners in Yule Lighting Are Revealed

Winners in the Christmas lighting contest, conducted by the Torrance Terrace Garden Club were announced this week, and were divided into two groups—theme and lighting.

Margaret O'Shea, 1503 West 214th street, won the prize for the Christmas theme. Margaret is 17 years old and the manger and the crib she used in the Nativity scene on the front lawn of her home have been in the family for some 50 years.

Richard K. Brown, 1521 Beech street, Torrance, was credited with the best lighting. Estelle Ewalt, 1531 West 214th street, won the prize for the Garden Club member with the best display. All three winners received a window sill garden.

C. B. Mitchell, 1323 Madrid avenue, won mention for a beautiful "Christmas Greeting" display.

Mrs. Romilda Scholl would like to see Torrance residents start now to plan for next year's contest.

Accomplishments

Chamber of Commerce Looks Back on 1948, Ahead to 1949

Review of the work of the Torrance Chamber of Commerce for 1948 was released today by Secretary-Manager Blaine Walker, with the year now rapidly drawing to a close. The report also enumerated the chamber's objectives, and those still in process of solution.

"Our Board of Directors can, I believe, point with pride to the success of many proposals and projects which they have been responsible for initiating during 1948," Walker's report said. Here are the highlights:

NEW HOMES—January thru November building permits in the amount of \$7,359,890.00 have been issued, with 1096 dwelling units included in this figure. When December permits are known, we can anticipate that 1948 will surpass any previous year in the history of Torrance.

INDUSTRY—Another new industry has been added—Pittsburgh Paint Glass' paint division. Indications that others will join the family of Torrance industries can be anticipated. The benefits to Torrance by development of a sheet mill by Columbia Steel will be important. National Electric Products Corporation is active at the old Joshua-Hendy plant.

Andersen-Carlson Manufacturing Company has resumed full production. American Radiator

& Standard Sanitary Corporation is approaching peak production. Another unit has been added to the main refinery plant of General Petroleum.

ASSESSED VALUATION—Assessed valuations show a large increase:

1945—\$26,023,360

1948—\$43,000,000

SCHOOLS—The Chamber has furnished the closest cooperation in helping the expansion of the Torrance Unified School District, particularly as to educational needs and financial outlays.

ORDINANCES—The Chamber sponsored Ordinances covering city manager, city council salaries and anti-gambling, and all have been approved by the voters.

POST OFFICE—Our local post office is now open on a 24-hour basis. This improved service is of particular benefit to our industries and other box holders.

CENSUS—Another official count is to be taken soon, authorized by the City Council at the suggestion of the Chamber. Substantial population increase adding additional funds to the city's coffers from state gasoline taxes.

TAXES—An alert committee has functioned effectively in this field and obtained a substantial reduction in the local property tax rate over last year.

RETAIL MERCHANTS—A strong division has been developed and, in turn, a better program of street and off-street parking is now being placed into effect.

REALTY BOARD—The Chamber has cooperated fully with this important group.

MEMBERSHIP—The Chamber conducted a successful one-day membership drive, adding 65 new members, and \$1,887 to our treasury (new dues-paying members and collections).

Eighty-nine new members were added to our rolls during the year. It is to be remembered that we had a membership of 60 in 1945 and are now crowding the 250 mark.

FACTORY FROLIC—A success that netted the Chamber some \$4200.

SALUTE TO COMMUNITY BUILDERS—Held in February, this was another 1948 success.

Our 20-point Objective Pro-



NEW LIBRARY HOME—Framed by the shadows of a giant eucalyptus tree, the new home of the Walteria library opened its doors recently as members of the city's official family stepped

back to survey the completed job of remodeling the converted army barracks. The library, a branch of the county library, is located in Walteria Park.—Staff photo.

gram for 1948 was as follows: Adequate home development for our industrial workers. Many new subdivisions are in process of development and others are planned. Results are reflected in 1948 record building permits total.

Continued expansion of a well diversified industrial development to assure employment of Torrance citizens. This was one of the Chamber's major objectives. Results have been produced.

Expansion of retail trade. The Retail Merchants Division of the Chamber of Commerce is doing a good job here.

Expansion of Municipal transportation system to stimulate retail trade and better serve the need of our citizens. The Board of Directors has had transportation under study directly and through committee.

Open Western avenue as a major highway serving Torrance. The opening of Western avenue is assured for 1949.

Complete development of Carson street as a major thoroughfare to the South Bay and East-West major highway through Torrance. There is need for further study here, particularly where Carson ends and the announced plans that 223rd street will tie in with proposed free-ways.

Development of Torrance Airport as an air terminal. Recent announcements from the city hall indicate that a solution to this problem may be found soon.

Modern street signs throughout the city to eliminate present street confusion in identification. The Chamber has emphasized the need for adequate street signs, and we are informed that the city has a program under consideration for the near future.

Establish free paved parking lots in business district. Paved parking lots in the central retail district have been provided.

Maintain Torrance as California's model city in civic cleanliness. A new street sweeper has been added and other steps are

being taken to make Torrance a cleaner city.

An alert Chamber of Commerce tax committee to provide intelligent information on all tax matters. The efforts of this committee in the interest of the taxpayers is well known.

City Manager, backed by law that creates opportunity for efficiency and economy in local government. Sponsored by the Chamber of Commerce, we can expect a city manager to be on the job early in 1949. With cooperation and encouragement by the Chamber's board of directors, our city's financial position has shown marked improvement. No money is being borrowed this year to tide our city over the lean period.

Recreation, a program in cooperation with the Torrance schools geared to the needs of the community. We can anticipate a solution of this problem to a major degree by the Torrance Unified School District.

Unified post office deliveries for all of Torrance. This is one of the most complex problems facing our community; however, progress is being made by adding new areas to be served by the Torrance post office.

Modern traffic lanes and curbs at both the Five-Point Corner and Cabrillo-Border-Torrance boulevard intersections. These traffic hazards are now under study by the Automobile Club of Southern California.

Extension and widening of Crenshaw boulevard as a major artery from Metropolitan area to Torrance Municipal Airport. The City of Torrance is commencing property that will make Crenshaw boulevard a direct thoroughfare at 190th street.

Install railroad warning signals where needed for protection of traffic. Railroad warning signals are an important need. Surveys have been made and the city is attempting to solve this one.

Beautification of Western avenue entrance to Torrance. This should be given attention

New Plans on School Units Are Approved

Additional details of the new elementary school building for North Torrance were approved at a special meeting of the Board of Education.

Provision now has been made for a shop building and a home economics training department in one of the buildings, features which had been omitted by the board's architects, Daniel, Mann and Johnson, in the first sketches submitted to the board two weeks ago.

Additional details of the administrative-service unit also have been discussed by the board and approved.

Survey of the Seaside Ranchos school site has been completed and the architects are scheduled to bring in preliminary sketches for this building at the next meeting of the board.

TRAFFIC LAW READIED

Designed to govern local traffic, an ordinance is being prepared by City Attorney C. Douglas Smith and Police Chief John Stroh for presentation to the City Council at its next meeting.

Not in conflict with state laws, the ordinance would regulate parking, stop signs, loading, pedestrian crossings and signals, Smith said.

after Western avenue has been opened.

Service to all districts within Torrance city limits directly by a unified Torrance telephone exchange. This objective will be solved when the new Torrance Telephone Exchange is built with dial service and interchange of calls.

Advertise and publicize Torrance as "Southern California's ideal home community." A new brochure of the city has been published, together with an up-to-date map along with statistical and other data on Torrance which will meet the great demand for this information. A picture folder of Torrance will shortly supplement the brochure. Data and photos are now being assembled.

COMMUNITY SERVICE—Approximately 3200 mail, counter and telephone inquiries have been handled during the year.

CITY COUNCIL—The opportunity for a better official understanding has been established by informal meetings with the City Council and our board of directors.

"This outline is intended to cover the most important activities of the Chamber during the year, and it is to be assumed that numerous other activities can be readily recognized by the people who use the services of this cooperative organization operating in behalf of our community and promoting Torrance as a better place in which to live," Walker's report concluded.

There is so little money earned in attending to other people's affairs that we wonder why people don't quit it. —E. W. Howe.

To love is to admire with the heart; to admire is to love with the mind.—T. Gautier.

Let's get better acquainted!



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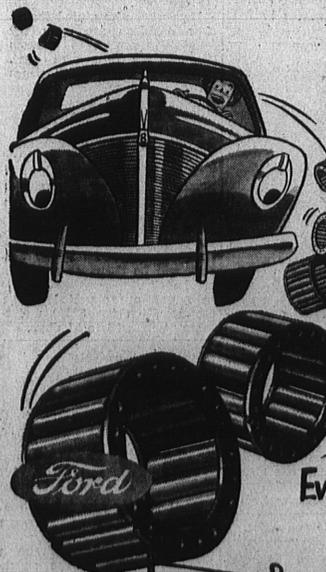


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